



Industry News

The latest trends, concepts and new openings!

Chipotle use Advance for first European site!

May 10th, 2010, saw the opening of the first Chipotle restaurant in Europe at 114-116 Charing Cross Road, London, and now the chain is set to open up more sites in the future.



Advance Catering Equipment, part of the Advance Group were really keen to be involved with Chipotle given our extensive experience in helping to develop and design many of the leading brands in the fast casual dining sector.

There is quite an incredible amount of hype around Chipotle since its opening in 1993 in Denver, Colorado. It has a cult following in the United States where they have opened in over 1000 different locations, employing 25,000 people and have sales in excess of \$1 billion. Now, at a time when rivals are tightening their belts, Steve Ells (CEO) is on an expansion drive in the UK and hopefully onwards in to the rest of Europe.

Serving burritos, burrito bowls, tacos and salads, Chipotle is known in the US for its commitment to serving fast food made from sustainably sourced ingredients. The prospects are very good for Chipotle in London, as the food culture is based on local, sustainable and artisanal foods, which are all core values of Chipotle.

Chipotle fully embraced Advance Catering Equipments range of specialist Group Products. For example, after extensive testing, and then some more...Chipotle included the 'all-singing, all dancing' Level 3 Angelo Po Combistar FX Combination oven into their first sites cook line, as featured in January's 'Food For Thought'.

